

# Ninth National Green Power Marketing Conference

October 4-6, 2004 · Albany, New York · Crowne Plaza Hotel



**Monday, October 4**

**Preliminary Agenda**

Monday, October 4		Preliminary Agenda	
8:30 AM to 10:00 AM	Opening Session “The Policy Context for Green Power Markets”		
10:30 AM to 12:00 PM	Green Power Markets: Key Indicators and Market Developments  “Green Power Market Indicators” Blair Swezey, National Renewable Energy Laboratory  “Utility Green Pricing Programs” Lori Bird, National Renewable Energy Laboratory  “Competitive Retail Markets” Julie Blunden, XENERGY, Inc.  “Renewable Energy Certificates” Dan Lieberman, Center for Resource Solutions		
Group Luncheon			
1:30 PM to 3:00 PM	State Support for Green Power Markets  Panelists will describe how state renewable energy funds are being used to encourage the development and growth of green power markets and how the industry can benefit from these programs.	Marketing Green Power to Non-Residential Customers: What Have We Learned?  “Data and Insights from the Green Power Partnership” Matt Clouse, U.S. Environmental Protection Agency  “Don’t Neglect Small Business Customers” Jeff Anthony, We Energies  “Sector-Specific Targeting of Marketing, Sales and Products” Mark Crowdis, Think Energy, Inc.  “Developing Next Generation Retail Green Power Products” Craig Hanson, World Resources Institute	
3:30 PM to 5:00 PM	Renewable Energy Certificates and Tracking  “A Broker’s Perspective on the Voluntary RECs Market” Marcus Krembs, GT Energy LLC  “Selling Green Power into RECs Markets” Dean Cooley, Calpine  “The Role of Regionally Based RECs” Jeff Keeler, Community Energy  “Tracking and Verification of DG RECs” David Beavers, The Cadmus Group, Inc.	Marketing Partnerships: Looking Across the Supply Chain  Eric Blank, Community Energy Dan Kalafatas, 3 Phases Energy Bob Maddox, Sterling Planet Tom Starrs, Bonneville Environmental Foundation	

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**Tuesday, October 5**

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8:30 AM to 10:00 AM	<b>Green Power and Emissions Markets: A Nexus?</b>  “What You Don’t Know About Emissions Markets, But Should” <b>Joe Bryson, U.S. Environmental Protection Agency</b>  “Opportunities and Obstacles for Obtaining Air Emissions Values” <b>Colin High, Resource Systems Group, Inc.</b>  “Montgomery County Regional Wind Energy Purchase” <b>Ann Elsen, Montgomery County Department of Environmental Protection</b>  “Environmental Markets and a Clean Energy Future” <b>Jennifer Layke, World Resources Institute</b>	
10:30 AM to 12:00 PM	<b>Renewable Energy Certificates: What Do They Really Convey? A Discussion</b>  <b>Joe Bryson, U.S. Environmental Protection Agency</b> <b>Anna Giovinetto, Evolution Markets LLC</b> <b>Alden Hathaway, Environmental Resources Trust</b> <b>Dan Lieberman, Center for Resource Solutions</b> <b>Julie Smith-Galvin, ENEL North America</b>	
Group Luncheon		
1:30 PM to 3:00 PM	<b>What Do We Want to Be When We Grow Up? Visions of the Future Green Power Market</b>  <b>Jan Hamrin, Center for Resource Solutions</b> <b>Jonathan Lash, World Resources Institute (invited)</b> <b>Chris Flavin, Worldwatch Institute (invited)</b> <b>Gillan Taddune, Green Mountain Energy Company</b>	
3:30 PM to 5:00 PM	<b>Financing New Renewable Energy Projects with Green Premiums</b>  “The State of Renewable Energy Finance Today” <b>Michael Eckhart, American Council on Renewable Energy</b>  “The Value of RECs Sales in Financing New Wind Project Development” <b>Brent Beerley, Community Energy</b>  “Using Long-Term RECs Contracts to Help Developers Secure Project Financing” <b>Nils Bolgen, Massachusetts Technology Collaborative</b>	<b>Colleges and Universities Purchasing Green Power: A New Student Movement Takes Hold</b>  Panelists will explain why colleges and universities are interested in purchasing green power and describe key decision steps including mobilizing student support, addressing administration concerns, and choosing a product and supplier.  This session will be Webcast to colleges and universities nationwide

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**Wednesday, October 6**

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8:30 AM to 10:00 AM	<b>Customer Perceptions and Marketing Messages</b>  "Identifying Effective Marketing Messages" <b>Brian Keane, SmartPower</b>  "Green Energy Direct Marketing That Sells" <b>Brian Byrnes, Primen</b>  "Effective Print Material for Green Pricing: Ensuring Communications Support the Product" <b>Barry Friedman, Platts Research and Consulting</b>  "What Are Customers Looking For?" <b>John Savage, Green Mountain Energy Company</b>
10:30 AM to 12:00 PM	<b>Creative Marketing Tactics</b>  <b>Këri Bolding, Center for Resource Solutions</b> <b>Jim Burke, Sacramento Municipal Utility District (<i>invited</i>)</b> <b>Ed Clark, Austin Energy</b> <b>Dan Drennan, Public Service Company of New Mexico</b> <b>Quayle Hodek, Renewable Choice Energy</b>
<i>Lunch on Own</i>	
1:30 PM to 4:00 PM	<b>Post-Conference Workshop</b> <b>"Improving the Performance of Your Green Pricing Program"</b>  (held in conjunction with the Marketers' Marketers Group)